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TRAVEL PRINTOUT

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U.S. Travel Data Center

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SENATE ENERGY LEADER TO ADDRESS FORUM

U.S. Senator Bennett Johnston of Louisiana will address the 1980 Travel Outlook Forum, to be held November 29, 1979, at the Capitol Hill Hyatt Regency in Washington, D.C. As Chairman of the Subcommittee on Energy Regulation, Senator Johnston is one of the principal architects of the energy policy now being shaped by Congress and the Administration. He is also well known for his activities encouraging tourism development in the South.

A view of energy prospects from the perspective of the oil industry is also featured. In addition, the Forum will present views on the outlook for inflation, international travel, transportation, lodging, and tour operations from more than a dozen of the nation's experts. The fifth annual event will be co-sponsored by The Travel Research Association and the U.S. Travel Data Center. A registration form and preliminary program are included on page 3 of this issue.

ATTENDANCE OFF SHARPLY FOR NATION'S PARKS AND ATTRACTIONS

Visitor volume at the nation's parks and attractions dropped sharply during second quarter, 1979, registering an overall decline of 6.8 percent. This compares to a 1.4-percent decline registered during the first quarter of the year. This attendance lag can be attributed to severe gasoline shortages experienced in various parts of the country during this period.

These are the results of the continuing National Travel Barometer. Nearly 2,000 national parks, state facilities and private attractions (including theme parks, museums, performing arts centers and other recreational facilities) participated in the survey covering the April-June, 1979 period, recording a total of over 210 million visits.

State parks experienced the most severe decline in attendance this quarter, receiving 8.4 percent fewer visitors than one year before. State parks in the EASTERN GATEWAY region suffered the greatest drop in visitation, down 21.4 percent, followed by NEW ENGLAND, where state park visitation was off 17.7 percent. The regions showing the smallest reduction in state park attendance during the second quarter include the SOUTH and GREAT LAKES COUNTRY, with declines of 3.5 percent and 5.7 percent.

Visitation at *national parks* was also depressed this quarter, showing visitation figures 7.2 percent below those recorded in the second quarter of 1978. EASTERN GATEWAY again recorded the largest decline, with overall national park visitation dropping 26.3 percent. National park attendance was also down sharply in MOUNTAIN WEST (-18.1 percent), and FRONTIER WEST (-10.0 percent). Two regions, however, registered increases in national park visitation. These include the GREAT LAKES COUNTRY, where attendance was up nearly 20 percent, and the FAR WEST, where national parks reported an overall increase in attendance of 3.2 percent.

A small decline was recorded for *private attraction* visitation during the second quarter (down 2.2 percent). The only regions to show growth in attendance were the EASTERN GATEWAY and the SOUTH, where participating private attractions registered average increases of 8.7 percent and 1.4 percent, respectively. The largest declines in private attraction attendance were evident for MOUNTAIN WEST (-13.3 percent) and NEW ENGLAND (-12.2 percent).

Regionally, the largest drop in overall attendance was posted by MOUNTAIN WEST, where parks and attractions received 17.2 percent fewer visitors than during the same period last year. Attendance at parks and attractions also fell considerably in the EASTERN GATEWAY and NEW ENGLAND regions, down 14.7 percent and 12.5 percent, respectively. Lesser declines were posted for all other regions. None of the nine DATO regions reported an increase in overall attendance this quarter.

The table below shows second quarter, 1979 percent change in visitor volume from the comparable period in 1978.

NATIONAL TRAVEL BAROMETER, SECOND QUARTER, 1979

Region	National Parks	State Parks	Private Attractions	All Facilities
Eastern Gateway	-26.3% (19)[1]	-21.4% (2)	8.7% (24)	-14.7% (45)
Far West	3.2 (37)	-10.0 (385)	-0.1 (27)	- 5.5 (449)
Frontier West	-10.0 (47)	-13.8 (122)	-3.3 (76)	-10.0 (245)
George Washington Country	-9.9 (48)	-7.6 (189)	-10.3 (42)	-8.8 (279)
Great Lakes Country	19.6 (18)	-5.7 (268)	-3.9 (37)	-4.2 (323)
Mountain West	-18.1 (46)	-14.8 (34)	-13.3 (23)	-17.2 (103)
New England	-7.2 (13)	-17.7 (141)	-12.2 (47)	-12.5 (201)
South	-3.0 (53)	-3.5 (137)	1.4 (99)	-2.0 (289)
The Islands	-8.7 (8)	N/A	N/A	-2.4 (8+)
OVERALL	-7.2 (289)	-8.4 (1278)	-2.2 (375)	-6.8 (1942+)

[1]The number of facilities reporting in each category is shown in parentheses.

TRAVEL PRICE INDEX CLIMBS AGAIN

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose *1.9 percent in August*, slower than the record increase in July. For comparison, the Consumer Price Index (CPI) rose 1.0 percent on a seasonally unadjusted basis in August, slightly less than the increase posted in July. The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans while traveling away from home in this country, stood at 241.3 in August (1967=100).

Gasoline dominated the travel price advance as it has since April, 1979, with an increase of 4.3 percent for the month. The other major increase occurred in airline fares, up 3.4 percent. Other increases in August were railroad fares (2.1 percent), taxicab fares (1.9 percent), and intercity bus fares (1.7 percent). Entertainment services showed the smallest increase at 0.4 percent.

The TPI has increased 16.9 percent since August, 1978, compared to an 11.8 percent advance in the CPI for the same period. Gasoline led all other components with an increase of 46.1 percent, followed by lodging while out of town and food away from home, with increases of 13.9 percent and 11.2 percent, respectively for the year. Other increases posted for the year were taxicab fares (up 9.6 percent), intercity bus fares (up 8.9 percent), railroad fares (up 8.8 percent) and airline fares (up 8.2 percent). Entertainment services and incidentals posted the smallest increases at 7.4 percent and 5.7 percent, respectively.

1980 TRAVEL OUTLOOK FORUM -- November 29, 1979 -- Hyatt Regency on Capitol Hill

PROGRAM

FORUM MODERATOR:
Dr. Douglas C. Frechtling
Director
U.S. Travel Data Center

9:00 am
Opening Remarks
Ticonderoga Room

9:15 am
Keynote Address: Energy Prospects-A Government Perspective
Hon. Bennett Johnston
Chairman
Subcommittee on Energy Regulation
U.S. Senate

9:45 am
Travel Trends in 1979
Dr. Douglas C. Frechtling
Director
U.S. Travel Data Center

10:15 am
Break

10:30 am
1980 Economic Outlook
John Casson
Corporate Economist
American Express Company

11:30 am
1980 Travel/Tour Trade Outlook
Eric Friedheim
Editor and Publisher
The Travel Agent

12:00 Noon
Break

12:15 pm
Luncheon
Yorktown/Valley Forge

1:00 pm
Energy Prospects - An Industry Perspective

1:45 pm
Break

2:00 pm
1980 Transportation Outlook
Ticonderoga Room
Auto: Gregg F. Ganschaw
Publications Marketing Manager
3M National Advertising Company
Bus: Stuart Robinson
President
Transportation Marketing Services
Rail: To be announced

3:10 pm
Break

3:30 pm
Scheduled airlines: Earl Ditmars
Vice President-Forecasts, Research & Traffic
American Airlines, Inc.

Charter airlines: *Edward Driscoll
President
National Air Carrier Association

4:30 pm
1980 International Travel Outlook
Don Wynegar, Manager-International Research Program
U.S. Travel Service

5:00 pm
Summary: 1980 Travel Outlook
William D. Patterson
Travel Advisor
Travel & Leisure

5:15 pm
Reception
Yorktown Room

*Invited

PRE-REGISTRATION: Attendance at the Forum will be limited. Consequently, advance registration is required. PAYMENT IN FULL MUST ACCOMPANY YOUR REGISTRATION FORM. Please submit a separate form for each person attending. Make your check payable to the U.S. Travel Data Center. Checks from foreign countries must include $5.00 check handling charge. Your registration will be confirmed by mail. REGISTRATION FEE: Registration includes the full-day program, luncheon, cocktail reception and a copy of the printed Forum Proceedings. Fee for members of the U.S. Travel Data Center and/or The Travel Research Association is $75.00. Fee for non-members is $90.00. REGISTRATION: Registration materials, including your Final Program and badge, will be available at the Registration Desk beginning at 8:00 a.m. on the morning of the Forum. All registrants must check in at the Registration Desk prior to entering the meeting room. REGISTRATION ON-SITE WILL BE ALLOWED ON A SPACE AVAILABLE BASIS ONLY. An additional $5.00 fee will be required for on-site registrations. CANCELLATIONS AND REFUNDS: Cancellations must be received in writing prior to Wednesday, November 7, 1979 for full refund of registration fee. A $15.00 charge will be made for cancellations after this date, and no refunds will be made after December 15, 1979. PROCEEDINGS: The Proceedings of the Forum will be published shortly after the meeting. All registrants will receive a copy by mail. HOTEL RESERVATIONS: A block of rooms has been set aside at the Hyatt Regency for persons desiring hotel accommodations for the night of November 28 at a rate of $45.00, single and $60.00, double, plus 8% sales tax and 80¢ per room per night occupancy tax. To make arrangements, check the appropriate box on the attached Registration Form and mail it in. A hotel reservation card will be sent to you along with your confirmation. Simply fill it out and return to the Hyatt Regency by Thursday, November 15, to insure space within the block. Reservations will be confirmed directly by the hotel.

REGISTRATION FORM

1980 Travel Outlook Forum
November 29, 1979

Registration:
(Please check the appropriate box)

[___] MEMBER, USTDC $75.00

[___] Member, TTRA $75.00

[___] Non-member $90.00

[___] I would like to make hotel reservations

NAME _____

Indicate Nickname, if any, for Badge _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

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CURRENT TRAVEL INDICATORS

	July, 1979	% Change from June, 1979	% Change from July, 1978	Year-to-date % Change 1979/1978
Establishment receipts or retail sales[1]				
Hotels, motels and other lodging places	$1,791 million	-8.4	7.5	17.9
Amusement and recreation services	$2,004 million	-3.0	3.5	9.5
Eating and drinking places	$6,241 million	1.7	6.4	9.5
Gasoline service stations	$5,896 million	-2.4	20.6	14.8
Demand for commercial lodging				
Hotel/motel occupancy rate[2]	N/A	N/A	N/A	N/A
Real demand for commercial lodging[3]	$824.0 million	1.2	-13.4	1.6
Highway traffic volume[4]				
Main rural road vehicle-miles	49.7 billion	5.2	-8.5	-1.0
Airline passenger traffic[5]				
Domestic revenue passenger-miles	19.4 billion	7.5	11.0	13.8
International revenue passenger-miles	5.7 billion	17.4	21.4	22.1
Rail passenger traffic[6]				
Amtrak passenger-miles	575.2 million	12.0	32.8	24.4
Bus passenger traffic[7]				
Intercity passenger-miles	2.02 billion	17.4	8.0	1.8
Domestic demand for motor gasoline[8]				
Barrels per day	6874 thousand	-4.0	-9.3	-1.7
Public use of National Parks[9]				
Visits	38,376,400	29.7	-17.7	-6.7
Overnight stays	3,001,000	35.9	-16.1	-11.1
Foreign arrivals in U.S.[10]				
From overseas	N/A	N/A	N/A	N/A
From Mexico	N/A	N/A	N/A	N/A
From Canada	1,377,147	77.8	-29.1	-11.4
Citizen departures to Europe[11]	577,109	8.2	-1.5	1.6

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol & Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [5]All U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [6]Source: National Railroad Passenger Corporation (Amtrak). [7]Class I regular route and charter service. Source: American Bus Association. [8]Preliminary; Source: U.S. Department of Energy. [9]Preliminary, unadjusted for differences in reporting units. Source: National Park Service. [10]Includes only those visitors from Mexico remaining in the U.S. 72 hours or more. Estimated by the U.S. Travel Service. [11]Estimated by the Passport Office, U.S. Department of State.

U.S. Travel Data Center

1899
L Street
Northwest
Washington, D.C
20036
(202) 293-1040

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